

Message Text

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TO SECSTATE WASHDC 8648

INFO AMCONSUL DUESSELDORF

AMEMBASY SY PARIS

AMCONSUL MUNICH

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FOR COMMERCE; PARIS FOR JOHNSON GARRETT

E.O. 11652:N/A

TAGS: BEXP, GW

SUBJECT: PROPOSED "INVEST IN USA" CONFERENCE - DUESSELDORF,
MAY 8-9, 1974

REF: A) BONN 8719; B) STATE 87307

1. EMBASSY AND CONGEN DUESSELDORF PLAN TO CONDUCT A LARGE-SCAL
"INVEST IN USA" CONFERENCE AT DUESSELDORF, MAY 8 AND 9, 1974.
WE ENVISAGE THAT THE FORMAT AND ESSENTIAL ELEMENTS WOULD BE ABOUT
THE SAME AS FOR THE MAY 1972 DUESSELDORF CONFERENCE. IN SUMMARY
THESE ARE:

A. ORGANIZATION AND MANAGEMENT OF THE CONFERENCE BY THE
FOREIGN SERVICE POSTS;

B. A NUMBER OF CO-SPONSORS OR COOPERATORS INCLUDING THE
THE DEPARTMENT OF COMMERCE, THE NATIONAL ASSOCIATION
OF STATE DEVELOPMENT AGENCIES (NASDA), THE AMERICAN
CHAMBER OF COMMERCE IN GERMANY, AND APPROPRIATE GERMAN
CHAMBERS OF COMMERCE AND TRADE ASSOCIATIONS.

C. EXCELLENT OPPORTUNITIES FOR STATE DEVELOPMENT AGENCY
REPRESENTATIVES TO MEET DIRECTLY WITH PROSPECTIVE
INVESTORS, TO DISSEMINATE LITERATURE, TO OPERATE

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HOSPITALITY SUITES, ETC.

D. FINANCILLY ORGANIZED TO BE SELF-LIQUIDATING. IN OTHER WORDS, GERMAN PARTICIPANT AND STATE REPRESENTATIVE CONTRIBUTIONS WOULD BE USED TO DEFRA Y CONFERENCE EXPENSES.
E. CONFERENCE CONDUCTED IN GERMAN AND EGNLISH WITH SIMULTANEOUS INTERPRETATION.

2. THE DETAILS, OF COURSE, REMAIN TO BE WORKED OUT. SINCE A MINIMUM OF ABOUT FIVE MONTHS LEAD TIME IS REQUIRED, WE MUST MAKE A FIRM DECISION WH THER TO PROCEED (AND TO COMMIT STAFF RESOURCES) NOT LATER THAN NOVEMBER 30.

3. ACTION REQUESTED: TO ASSIST US IN MAKING A DECISION, WE WOULD LIKE TO HAVE WASHINGTON COMMENT ON THE FOLLOWING POINTS:

A. CAN THE FUNDS MENTIONED IN REFTEL B AS AVAILABLE FOR "START UP" EXPENSES NOW BE OBLIGATED?

B. ARE THE PROPOSED DATES FREE FROM CONFLICT WITH OTHER MAJOR INVESTMENT PROMOTIONS, AND DOES COMMERCE AGREE IN PRINCIPLE TO SUPPORT A FULL-SCALE PROMOTION IN GERMANY? (N.B. WE EXPECT ONLY MODEST DIRECT SUPPORT IN THE AREA OF SPEAKER RECRUITMENT WILL BE REQUIRED.)

C. IS THE NATIONAL ASSOCIATION OF STATE DEVELOPMENT AGENCIES (NASDA) PREPARED IN PRINCIPLE TO ENCOURAGE PARTICIPATION BY ITS AMERICAN MEMBERS?HILLENBRAND

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